



Community-based Address Canvassing Pilot for 2020 Census (Interim Results)

Our Work for the 2020 Census

We're Creating Scalable Tools for Nonprofits to Help Address the Potential Undercount

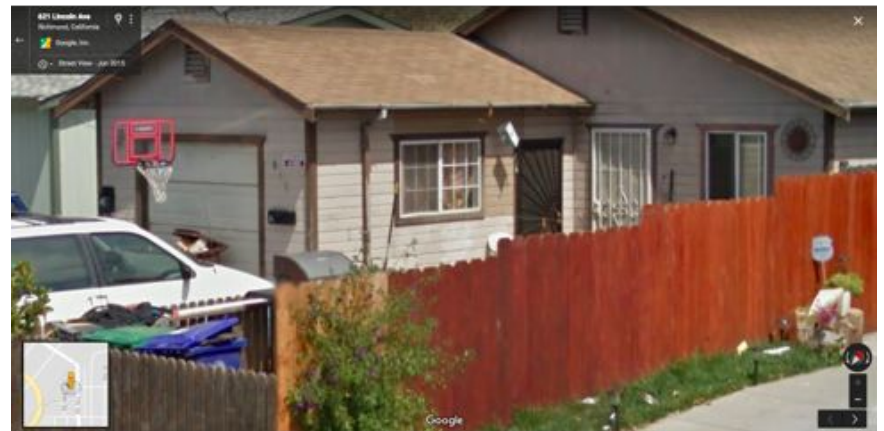
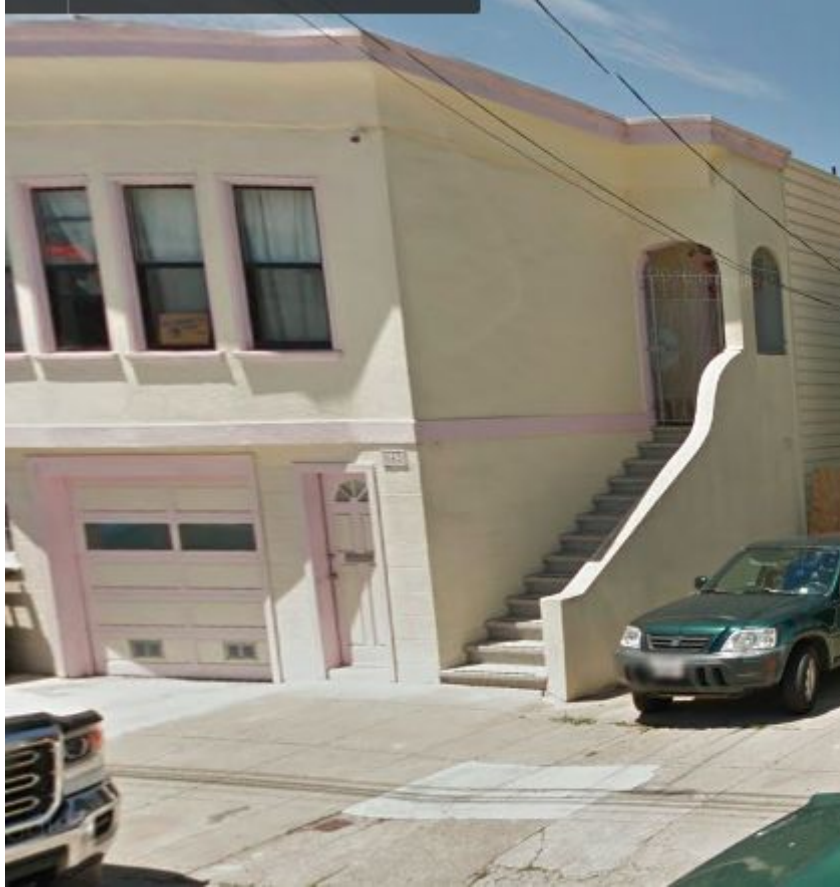
Our POV on How Nonprofits Can Help

1. Ensuring that Low-Visibility Households are Included in the Master Address File
2. Recruiting Enumerators and Canvassers from Hard-to-Count (HTC) Neighborhoods
3. Reaching Out to Educate HTC Households About Privacy and Importance of Census
4. “Getting Out the Count” for HTC Households

Question:

Where do you live in the Bay Area if you make close to minimum wage?

Examples of Low Visibility Housing In Bay Area



Widespread In Some Neighborhoods



Missed in Some Official Records

San Francisco Property Information Map

Step 1: Search or Click on the Map

634 paris st

SEARCH

Measure Distance | Map Legend | Clear Map

Step 2: Review Property Information

Click the tabs below to view the reports.

Property | Zoning | Preservation | Planning Applications

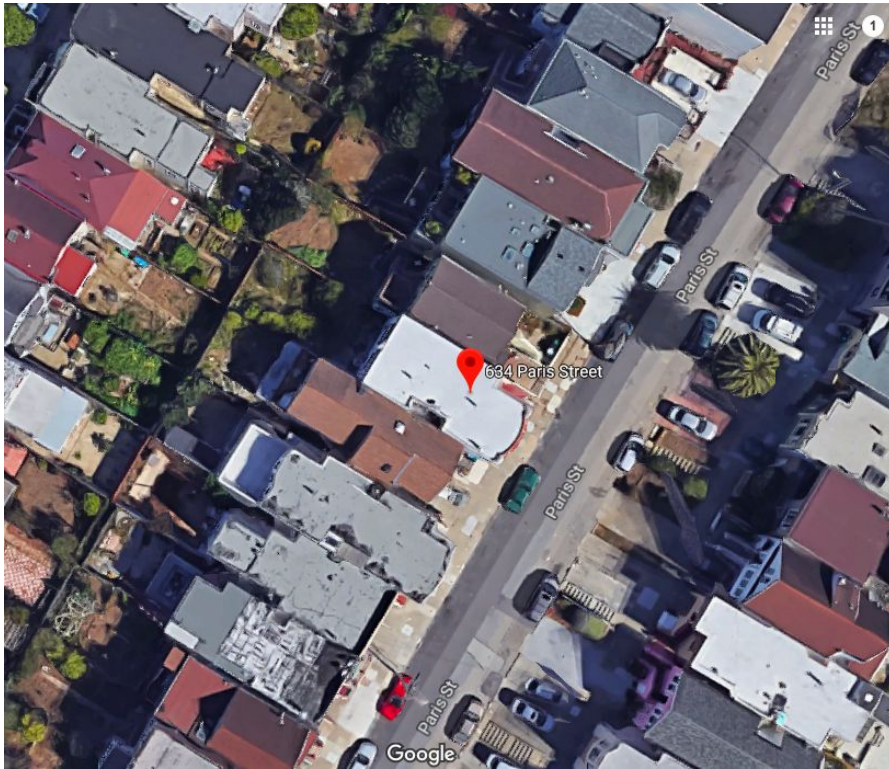
View Secured Property Tax Rolls

Address:
Parcel:
Assessed
Land:
Structure:
Fixture:
Person:
Last Sale:
Last Sale:
Year Built:
Building:
Parcel Area:
Parcel Shape:
Parcel Frontage:
Parcel Depth:
Construction: Wood or steel frame
Use Type: Dwelling
Units: 1
Stories: 1
Rooms: 7
Bedrooms: 3
Bathrooms: 2
Basement: 700 sq ft

Recorded Documents for this property

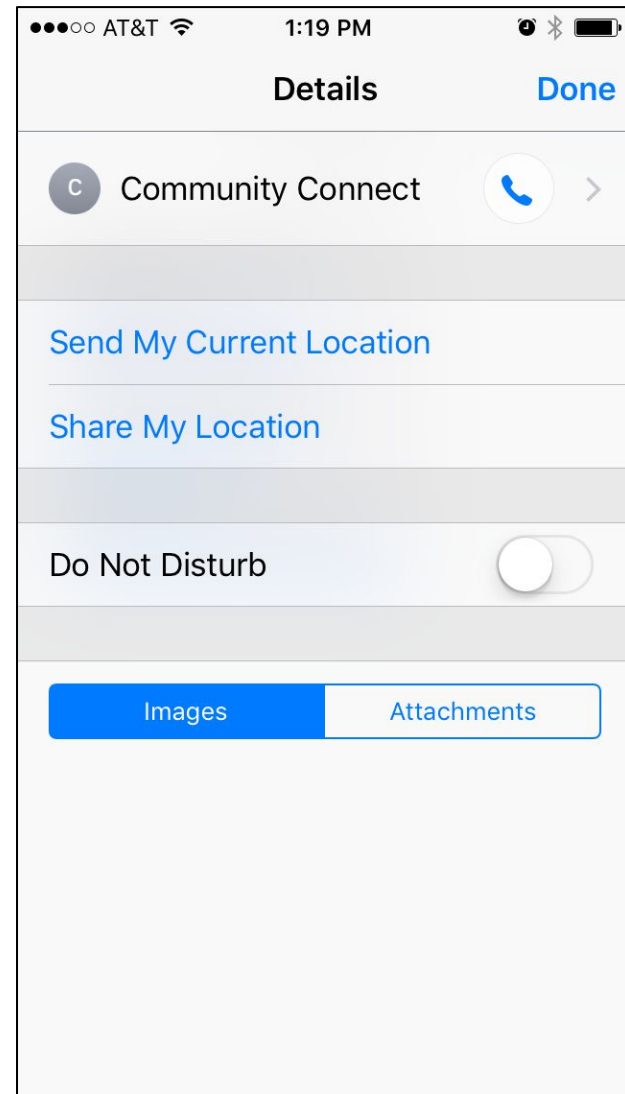
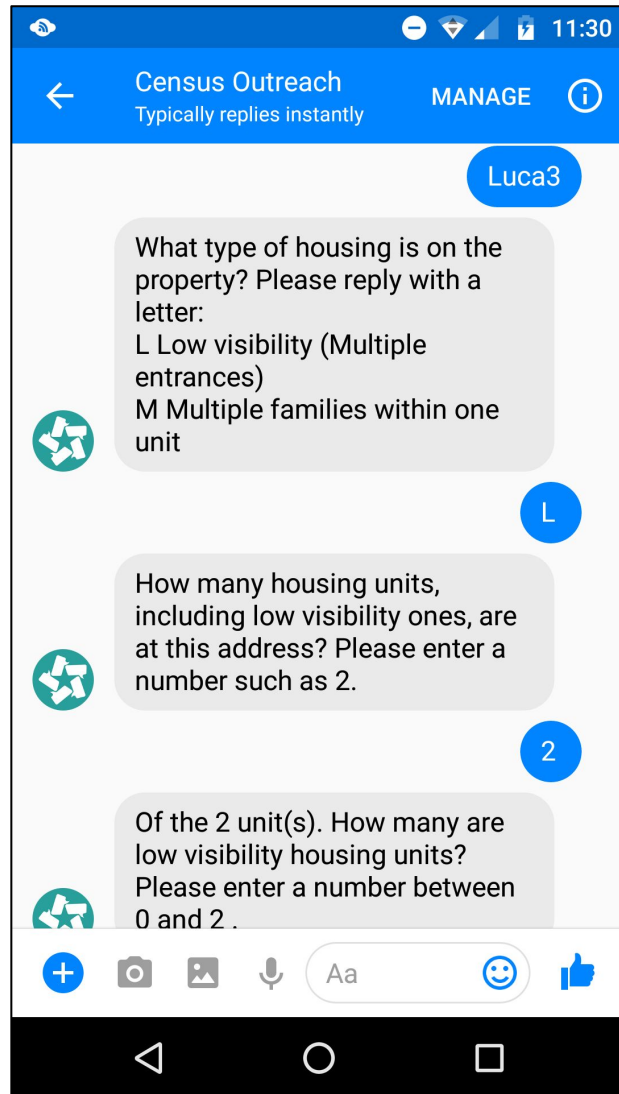
Listed as
1 Housing Unit
By SF Assessor's
Office

Hard to Find via Satellite Images

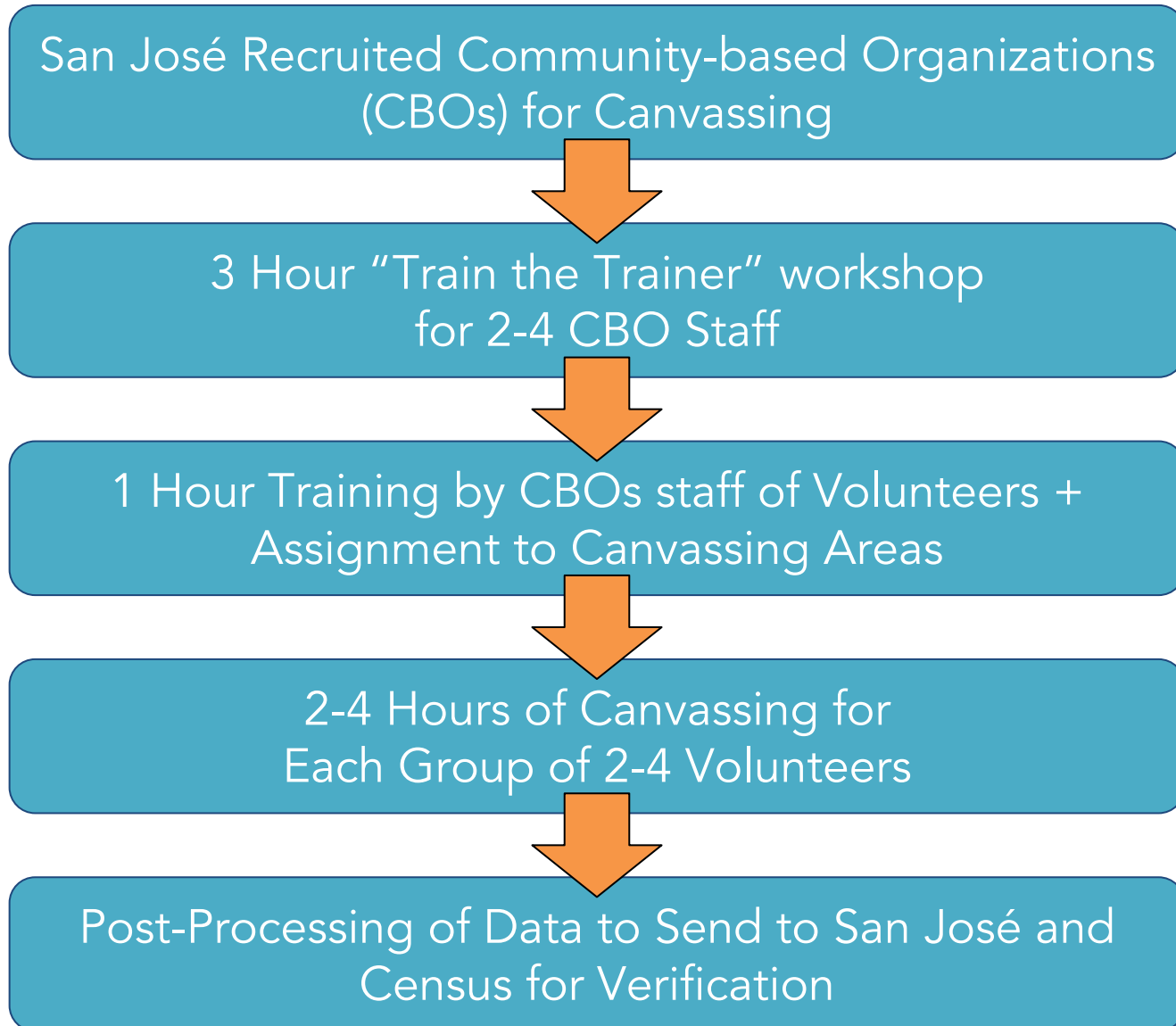


Example:
San José Pilot with Community-Based
Address Canvassing

Created a Text-based Canvassing Tool



Summary of Pilot Process



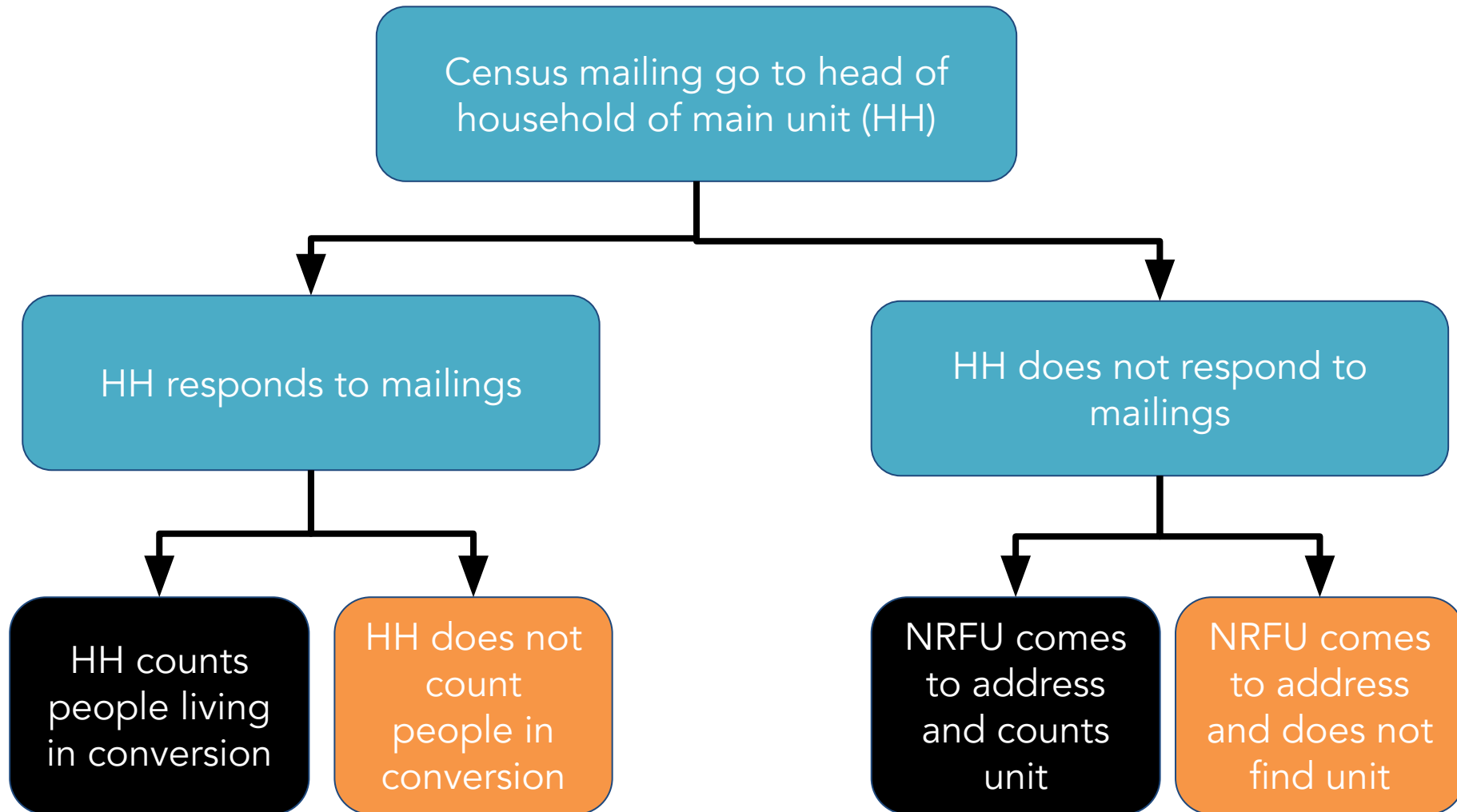
What This Actually Looked Like



Results of Pilot So Far

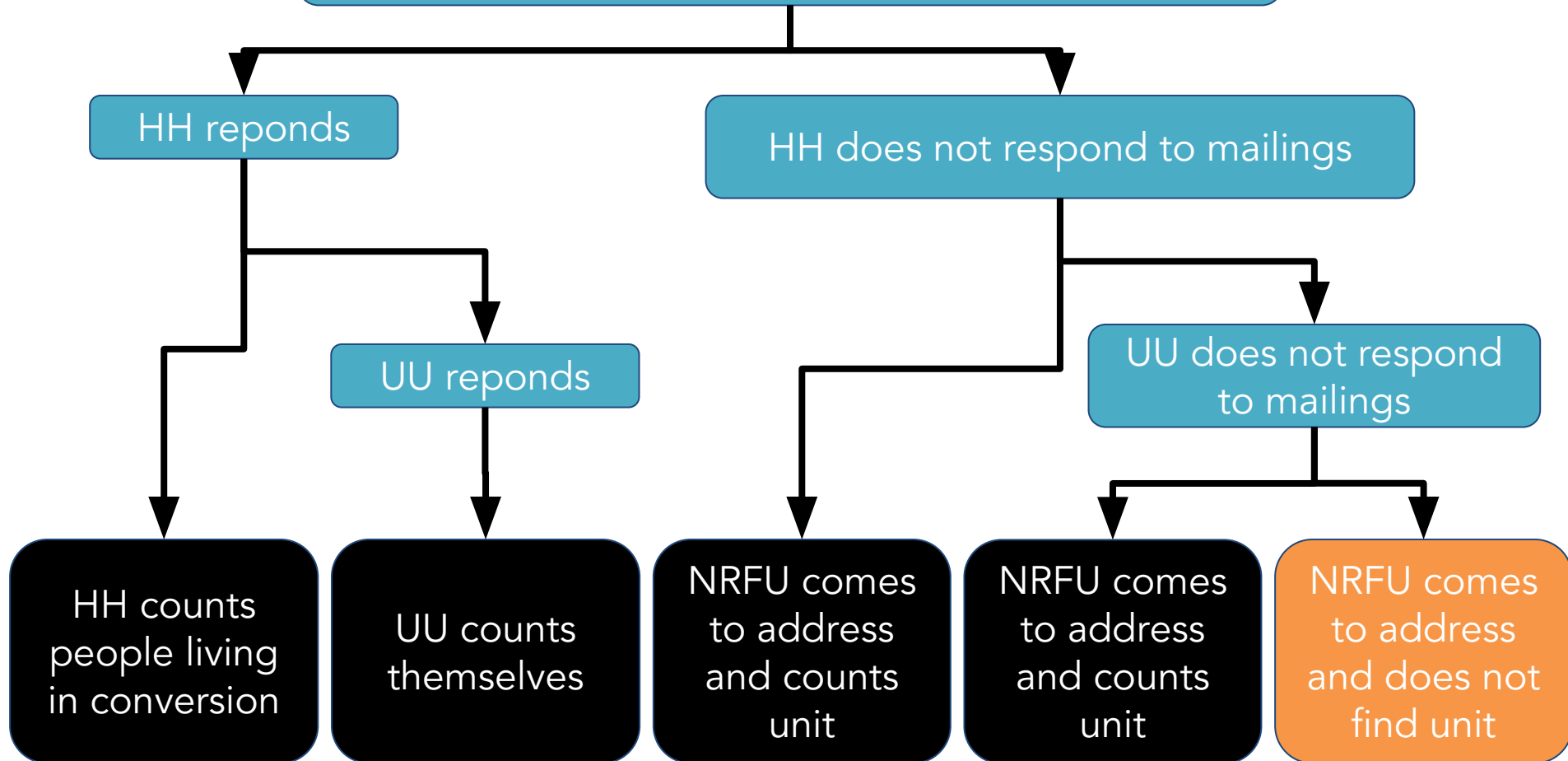
- Worked with 50+ volunteers to canvass 31 Census Block Groups in 16 Census Tracts in San José
- Each Census Block Group took 1.5-2 hours to canvass
 - Most volunteers took about a minute to submit address w/ description
 - ~60% through text message, ~40% through Facebook Messenger
 - 40% of submissions in non-English
- Volunteers submitted over 800 potential low-visibility units
 - Up to 630 may be usable - mostly conversions and additional construction
 - Data on multiple households in a single unit not useful
- Have preliminary feedback from Census Geography Division, in process of verification of addresses with and City of San José's Planning Department
 - Bottom-line, unconventional units are largely missing from Census MAF

Sources of Undercount w/o Unconventional Unit Data



Sources of Undercount w/ Unconventional Unit Data

Census mailing go to head of household of main unit (HH) and addressed to unconventional unit (UU)





Questions?

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